

ABSTRACT

The magnitude of the growth internet users in Indonesia led to an opportunity for PT. Infomedia Nusantara to use the internet as one of the tools in developing its product. At first PT. Infomedia Nusantara is only made Yellow Pages in printed, but now Yellow Pages began developing too in digital form in the name is Yellow Pages Online.

The research purposed to formulate improvement remmendations of Yellow Pages Online according to True Customer Needs to increase customer satisfaction. This research method is using Qualitu Function Development (QFD). This method is one techniques used to translate True Customer Needs into technical requirement as well as take into consideration the company's ability to realize those needs. The identify True Customer Needs has been done in an earlier research titled "Need Analysis Yellow Pages Online at Infomedia Nusantara Corporation using E-service Quality Method and Kano's Model ". The research determines will continue on QFD 1st and 2nd iteration.

Reccomendations are formulated according to brainstorming on the company and benchmarking with the competitor. The recommendations are increasing the number of types information, making business process update information, increasing the frequency of monitoring employees, increasing the number of features on the website, adding the amount of information or content in the data last update feature, an increased frequency of research on the website, the addition of customer feedback evaluation, increasing the frequency of customer feedback collection, increase in the number of job description and website admin service customer service, reduce the maximum time admin responding to customer complaints via the website, reducing the customer via the website, reducing the maximum time handling customer complaints, increased frequency of employee training, increasing the number of mobile applications on the website, improved font size for the content and the title of the website

Keywords: QFD, Quality Function Deployment, Yellow Pages Online